

AUBURN'S HISTORIC & CULTURAL SITES COMMISSION

Meeting minutes from January 13, 2021 via Zoom

Present: J. Kline, C. Kasper, K. Wise Gosch, K. Kuhl, J. Giannettino, K. Szewcyk, B. Chabot, R. Bradley, C. Mason, D. Gottschalk-Fielding, J. Waller, C. Eidel, A. Saret, A. Wilson

Excused: S. Muldoon, Rev. P. Carter, L. Carr, K. Hill, S. Kline, C. Taylor, D. Stankus, K. Walker, J. Armstrong, D. Lamb, A. Daddabbo, M. Alberici

Call to Order

The bimonthly meeting of Auburn's Historic and Cultural Sites Commission was called to order on January 13, 2021, at 9:02 a.m. by K. Wise Gosch. Introductions were made to welcome new Women's Rights National Historical Park/Harriet Tubman National Historical Park Superintendent Ahna Wilson. J. Kline read the Commission mission.

Approval of Minutes

K. Wise Gosch asked for a motion to accept the 11/12/2020 minutes as submitted, and the motion was made by J. Kline and seconded by C. Eidel. **All were in favor and the motion carried.**

Finance Report

C. Kasper presented the Finance Report. Visit Rochester membership increased by \$50; annual renewal now in November. Special project funding dispersed; it was noted that Seward House Museum still has PPE reserve if any sites would like to take advantage again in collective ordering. K. Wise Gosch asked for a motion to accept the finance report as submitted, and the motion was made by J. Giannettino and seconded by B. Chabot. **All were in favor and the motion carried.**

Committee Reports

Site Directors' written reports were included in the packet.

Executive

C. Kasper asked for a motion to elect K. Wise Gosch as 2021 Commission Chair. The motion was made by J. Giannettino and seconded by J. Kline. **All were in favor and the motion carried.**

Marketing

J. Kline reported that Year 1 campaign overview report from TGW is forthcoming. The RFP for Year 2 Market NY is expected to go out in February and the firm selected in April. Marketing Committee meeting to discuss the Visit Auburn, NY Visitor's Guide and other advertising efforts is scheduled for Feb. 2 at 10 a.m. Noted that C. Kasper has reached out to The Citizen for quotes on a booklet with advertising. J. Giannettino shared that the new place branding for AIDA will complement this effort, as during the COVID pandemic there was a noticed increase in downstate residents moving to the Auburn, Cayuga County area.

Site Directors

Discussion was had on reopening plans and future programming efforts for virtual and in-person. See announcements below.

New Business

C. Kasper shared that a private Commission Facebook group will be created for instant information sharing, etc. K. Wise and C. Kasper are working on a Commission survey to assist with developing a three-year strategic plan for the Commission.

Old Business

None.

Announcements

Commission members shared news.

K. Szewczyk shared that the Women's Rights NPS is planning for both virtual and in-person programs to be shifted as needed. A 200-group of bikers from Chicago still plan to visit Auburn July 24.

K. Wise Gosch noted that Cayuga Museum does not yet have a hard date for reopening in March and will continue offering virtual programs, including art exhibits and trivia game.

C. Kasper shared that the ERHC will move the annual Harriet Tubman celebration to a virtual format during the week of March 10 and throughout the month for Women's History Month; plans for the Saturday Market are in discussion.

B. Chabot reported that the Seward House Museum will remain working on digital programming. Entire year theme is Seward travels around the world in 1871. There is no reopening date planned, but the first of March is potential.

C. Eidel noted that Auburn Public Theater is looking to record a play to stream virtually. APT is creating with Steve Keeler at CCC a Cayuga Film Festival that will premiere in the fall. Second part of the renovation project is moving forward with the lower level and building marquee.

D. Gottschalk-Fielding shared that the Library is moving to virtual programming and express browsing is paused for the time being.

C. Mason shared COVID-19 vaccination clinic information available and appointment scheduling for the Cayuga County Health Department.

Adjournment

K. Wise Gosch adjourned the meeting at 10:05 a.m. A motion was made by J. Kline and seconded by J. Giannettino.

All were in favor and the motion carried.

The next Commission meeting will be held at 9:00 a.m. on Wednesday 3/10/2021 via Zoom.

Minutes by Courtney Kasper